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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 13

### Complete if Known

Application Number 09/818,400  
Filing Date March 27, 2001  
First Named Inventor MacLean, et al.  
Group Art Unit 2161  
Examiner Name  
Attorney Docket Number 24349.000

### U.S. PATENT DOCUMENTS

Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
DL	A11	6,193,152			05/09/1997	
	A12	6,128,599			10/09/1997	
	A13	6,119,933			07/16/1998	
	A14	6,049,778			10/31/1997	
	A15	6,018,718			08/28/1997	
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	E1	09/218,019			12/22/1998	
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	E8	6,597,903			11/14/2000	
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	E11	6,585,622			12/03/1999	
↓	E12	6,578,735			02/02/2000	

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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
DL	A1	EP	00303839			05/06/1999		
	A2	EP	00200964			03/19/1999		
	A3	EP	99310201			12/21/1998		
	A4	EP	99310201			12/21/1998		
	A5	EP	99119933			12/18/1998		
	A6	EP	99307582			10/02/1998		
	A7	EP	99101600			01/30/1998		
	A18	WO	00/111472			08/09/1999		
	A19	WO	00/108113			07/22/1999		
↓	A20	WO	00/106438			07/20/1999		

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<b>Substitute for form 1449A/PTO</b>  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)				<b>Complete if Known</b>	
				Application Number	09/818,400
				Filing Date	March 27, 2001
				First Named Inventor	MacLean, et al.
				Group Art Unit	2161
				Examiner Name	
Sheet	2	of	13	Attorney Docket Number	24349.000

U.S. PATENT DOCUMENTS						
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		Number	Kind Code <sup>2</sup> (if known)			
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	E14	6,564,189			12/22/1998	
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	E16	6,542,568			12/09/1999	GROUP 3600
	E17	6,529,878			03/19/1999	
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	E20	6,457,883			06/30/2000	
	E21	6,424,951			09/27/1999	
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	E24	6,398,216			03/01/2000	
	E25	6,378,043			12/31/1998	
	E26	6,345,261			09/30/1999	
	E27	6,343,990			01/27/2000	
	E28	6,327,573			12/31/1998	
	E29	6,301,471			11/02/1998	
	E30	6,289,318			03/24/1999	
	E31	6,273,816			03/22/1999	
↓	E32	6,273,334			06/15/1999	

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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
DL	A21	WO	00/104482			07/13/1999		
	A22	WO	00/101307			06/25/1999		
	A23	WO	00/079461			06/23/1999		
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	A25	WO	00/060516			04/01/1999		
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	A27	WO	00/017794			09/23/1998		
	A28	WO	09923596			10/31/1997		
	A29	WO	09920013			10/09/1997		
↓	A30	WO	09913438			09/05/1997		

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Sheet 6 of 13

**Complete if Known**

<b>Application Number</b>	09/818,400
<b>Filing Date</b>	March 27, 2001
<b>First Named Inventor</b>	Mac Lean, et al.
<b>Group Art Unit</b>	2161
<b>Examiner Name</b>	
<b>Attorney Docket Number</b>	24349.000

## U.S. PATENT DOCUMENTS

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## FOREIGN PATENT DOCUMENTS

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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
DL	F28	GB	01279249			04/21/2000		
	F29	GB	00232298			09/21/2000		
	F30	GB	00029256			02/10/2000		
	F31	WO	02/061524			10/31/2000		
	F32	WO	02/037303			11/03/2000		
	F33	WO	02/035398			10/23/2000		
	F34	WO	02/035339			10/17/2000		
	F35	WO	02/025539			09/19/2000		
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↓	F37	WO	02/019091			08/29/2000		

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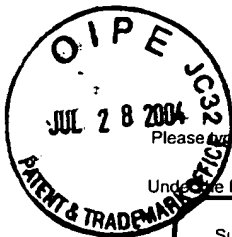












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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

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13

### Complete if Known

Application Number	09/818,400
Filing Date	March 27, 2001
First Named Inventor	MacLean, et al.
Group Art Unit	2161
Examiner Name	
Attorney Docket Number	24349.000

### OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

Examiner Initials	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.
DL		A8. Hong, Jae-Young, et al., "Design and Implementation of the System Provide of the Loyalty Service for Electronic Commerce", Journal of KISS: Computing Practices, vol. 6, no. 3, June, 2000, pp 348-355.
		A9. Leinwand, A., "A Distributed-Star Overnet for Global Business Applications", IEEE Globecom, 8-12 Nov. 1998, vol. 2, 1998, pp 1291-1296.
		A10. Munger, S., "Leveraging New Technology to Build Brand Loyalty", Direct Marketing, vol. 59, no. 8, December, 1996, pp 58-60.
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		C1. Beardi, Cara, "Carlson Brings Loyalty Program to the Internet", Advertising Age, vol. 71, no. 36, August 28, 2000, p 33.
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		C3. Hein, Kenneth, "FunnyMoney.com Enters the Loyalty Points Arena", iMarketing News, vol. 2, no. 17, May 1, 2000, p 35.
		C4. Hein, Kenneth, "Shakeout Begins in Loyalty Points Arena", iMarketing News, vol. 2, no. 16, April 24, 2000, p 6.
		C5. Hein, Kenneth, "Online Loyalty Points Provider Makes Move Offline", iMarketing News, vol. 2, no. 9, March 6, 2000.
		C6. Hein, Kenneth, "Sportcut.com Pays eBucks for Visits", iMarketing News, vol. 2, no.1, January 10, 2000, p 12.

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Signature

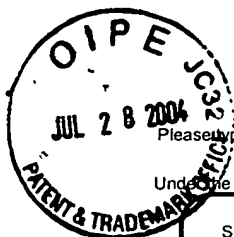
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12

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Application Number	09/818,400
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Attorney Docket Number	24349.000

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DL		C7. Judge, Debra, "Loyal to a Point", Internet World, December 1, 1999.
		C8. Briody, Dan, "Web Currencies Give Cash a Run for its Money", InfoWorld, vol. 22, no. 16, April 17, 2000, p. 32.
		C9. Oberndorf, Shannon, "Points for Loyalty", Catalog Age, vol. 14, no. 13, December, 1997, pp 35, 38.
		D1. Neel, K.C., "CNN Piles on the Miles", Cable World, col. 12, no. 44, October 30, 2000, p 32.
		D2. "Developing Payments Loyalty", Electronic Payments International, October 31, 1999, p 13.
		D3. "U.S. Loyalty Programs Goes Online With British Telecom", Euromarketing via E-mail, vol. III, no. 7, November 12, 1999.
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		D5. "Compubank Gives Miles", Customer Loyalty Today, November, 1999, p 5.
		D6. "Netcentive Network", Customer Loyalty Today, vol. 6, no. 6, June, 1999, p 6.
		D7. Turcsik, Richard, "Up, Up and Away", Brandmarketing, vol. VI, no. 4, May, 1999, p 46.
		D8. "Internet Marketing Concepts Patented", San Jose Mercury News, August 27, 1998.

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✓		D18. "Netcentives Professional Services (NPS) Develops Customer Relationship Management System for Insurance Marketing Group", PR Newswire, December 29, 1999, p. 2235.	

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